AMENDMENTS TO THE CLAIMS

1. (withdrawn)

2. (cancelled)

3. (withdrawn)

4. (withdrawn)

5. (withdrawn)

6. (withdrawn)

7. (withdrawn)

8. (withdrawn)

9. (cancelled)

10. (withdrawn)

11. (withdrawn)

12. (withdrawn)

13. (withdrawn)

14. (withdrawn)

15. (cancelled)

16. (currently amended) A method of identifying highly valued customers of an airline using a Customer Value Metric Model comprising:

determining a ~~frequency~~ flight mileage value for each customer, said ~~frequency~~ flight mileage value comprising a measurement of flight activities for miles flown by each customer within a specified time period;

determining a net revenue contribution value for each customer, said net revenue contribution value comprising a dollar value measurement for each customer's contribution to the airline's ~~bottom line~~ revenue within said specified time period;

scoring the ~~frequency~~ flight mileage value and net revenue contribution value for each customer; and

identifying the highly valued customers by ranking the customers based on the scores and presenting the results of said ranking to a user.

17. (currently amended) The method as claimed in claim 16, comprising:

ranking the customers based on the ~~frequency~~ flight mileage value score.

18. (previously presented) The method as claimed in claim 16, comprising:

ranking the customers based on the net revenue contribution value score.

3

19. (currently amended) The method as claimed in claim 16, further comprising:

sorting the scores based on score pairs including ~~frequency~~ <u>flight mileage</u> value and net revenue contribution value.

20. (original) The method as claimed in claim 19, further comprising:

sorting matching score pairs based on net revenue contribution value;

dividing the customers into N groups;

assigning a numerical value 1-N to each group; and

ranking the customers based on the assigned numerical value to identify the highly valued customers.

21. (original) The method as claimed in claim 20, wherein N is 100.